

CHAPTER III: THE VILLAGE

A. Introduction

The purpose of this chapter is to present design guidelines for new development and rehabilitation of older structures in the Village district. The guidelines seek to promote a blend of residential and commercial uses within a small-town atmosphere.



Third Avenue is Chula Vista's "Main Street"

B. Design Principles

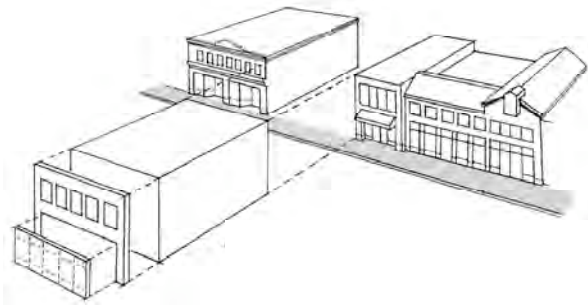
1. Promote Sound Architectural Practices

New infill development and renovation to existing structures must respect sound architectural design practices in order to create a positive ambiance within the Village. The standards contained in this chapter do not dictate the use of any specific architectural style. Contemporary design may be used when architectural standards guide the designer in massing, proportion, scale, texture, pattern and line. New creative interpretations of traditional design variables are particularly encouraged.

2. Retain or Repeat Traditional Facade Components

Changes to structures will, and need to, occur over time. The concern is that these changes

do not damage the existing historic building fabric and that the results of building renovation enhance the overall design integrity of the building. New infill structures should use traditional facade components, such as bulkheads, arches, arcades, plazas, and balconies, to create patterns and alignments that visually link buildings within a block, while allowing individual identity of each building. These elements are familiar to the pedestrian and help establish a sense of scale.



New infill should reflect the established rhythm and scale of adjacent structure

3. Develop a Steady Rhythm of Facade Widths

The historical commercial/mercantile lot width in the Village area has given rise to buildings of relatively uniform width that create a familiar rhythm. This is particularly visible on Third Avenue. This pattern helps to tie the street together visually and provides the pedestrian with a standard measurement of his progress. Reinforcement of this facade rhythm is encouraged, in all new buildings, even if a singular structure.

4. Create a Comfortable Scale of Structures

All buildings must convey a scale appropriate for pedestrian activity. Human-scaled buildings are comfortable and create a friendly atmosphere that respects the historic scale of the Village while also enhancing its marketability as a retail and office area. For the most part, this means two-story development at the back of the sidewalk.



Two-story buildings located at the sidewalk with ground floor activity provide comfort and a human scale for pedestrians

5. Support Pedestrian-Oriented Activity at the Sidewalk and Amenity Areas

The activities that occur immediately inside the storefront and along building frontage are an important design consideration. Structures can provide visual interest to pedestrians through goods and outdoor activities. Therefore, building design elements should be located in a way that enhances pedestrian visibility of goods and activities, and they should be kept free of advertising and non-product related clutter (e.g. backs of display cases, etc.), to the greatest extent possible. An abundance of glass also instills a sense of safety for pedestrians since they sense that employees and patrons are monitoring the sidewalk. In contrast, storefronts with blank or solid opaque walls degrade the quality of the pedestrian experience.



Storefronts with abundant glass encourage pedestrian activity

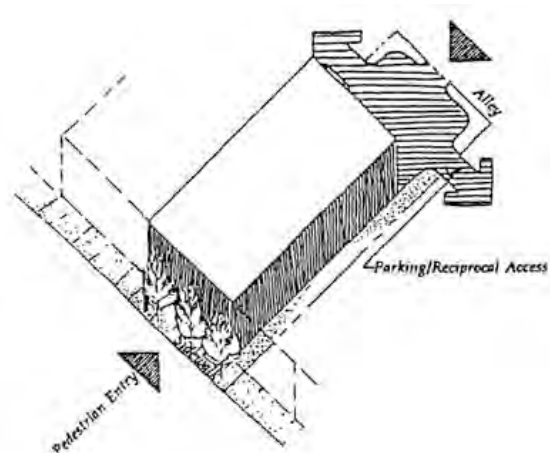
C. Site Planning

1. Introduction

New infill buildings should reinforce the pedestrian-orientation of the Village by providing storefronts next to the sidewalk and locating parking areas away from the street.

2. Building Siting

- a. The first floor of any new commercial building should be built at (or very close to) the front property line, particularly on Third Avenue. The front building facade should be oriented parallel to the street. Buildings should also be placed on the setback line along alleys.



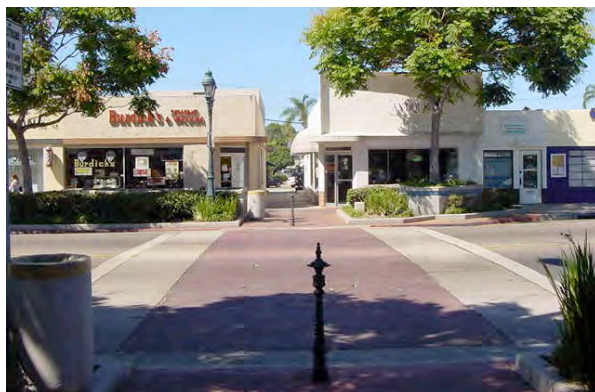
Buildings should be sited next to the street

- b. Use building indentations to create small pedestrian plazas along the street wall, particularly along Third Avenue.
- c. Setbacks should be used to accommodate active public uses such as outdoor dining and therefore should only use hardscape and no landscaping. Provide additional setbacks from the front setback line at public plaza areas.
- d. Buildings on corners should include storefront design features for at least 50% of the side street elevation wall area.



Corner buildings should continue storefronts on side streets

- e. Entries that face onto an outdoor dining opportunity are encouraged.
- f. When possible, create mid-block pedestrian paseos and linkages to parking lots, activity areas, or alleys.



Paseos increase pedestrian access to parking areas and alleys

- g. Loading and storage facilities should be located at the rear or side of buildings and screened from public view.

3. Street Orientation

- a. Storefronts and major building entries should orient to Third Avenue, F Street, courtyards, or plazas, although minor side or rear entries may be desirable.

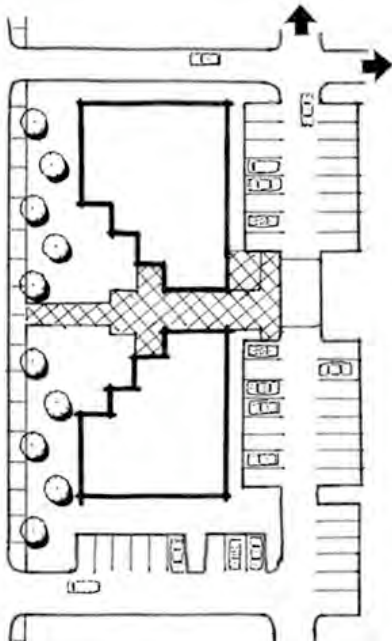


Storefronts and building entries should face the street

- b. Provide corner "cut-offs" for buildings on prominent intersections.
- c. Create continuous pedestrian activity along public sidewalks in an uninterrupted sequence by minimizing gaps between buildings.

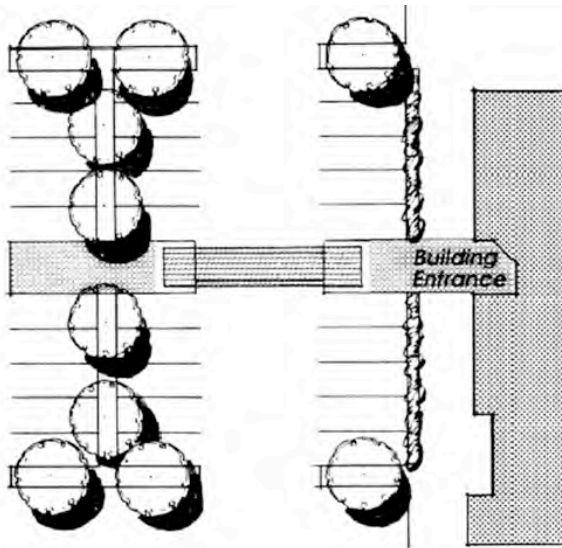
4. Parking Orientation

- a. Locating parking lots between the front property line and the building storefront is prohibited. Instead, parking lots shall be located to the rear of buildings, subterranean, or in parking structures.
- b. Rear parking lots should be designed and located contiguous to each other so that vehicles can travel from one private parking lot to the other (reciprocal access) without having to enter the street.



Rear parking lots should be contiguous

- c. Locate rear parking lot entries on side streets or alleys in order to minimize pedestrian/vehicular conflicts along Third Avenue and F Street.
- d. Create wide, well-lit pedestrian walkways from parking lots to building entries that utilize directional signs.



Link parking areas to major building rear entrances using textured paving

D. Architectural Guidelines

1. Introduction

The design of an infill building in the Village, particularly its front facade, should be influenced by the other facades on the street but should not attempt to copy them. The contemporary infill structure should be sympathetic and compatible with the zoning regulations in the specific plan in terms of height, facade rhythm, placement of doors and windows, color and use of materials without duplicating a “dated” architectural style from the past.

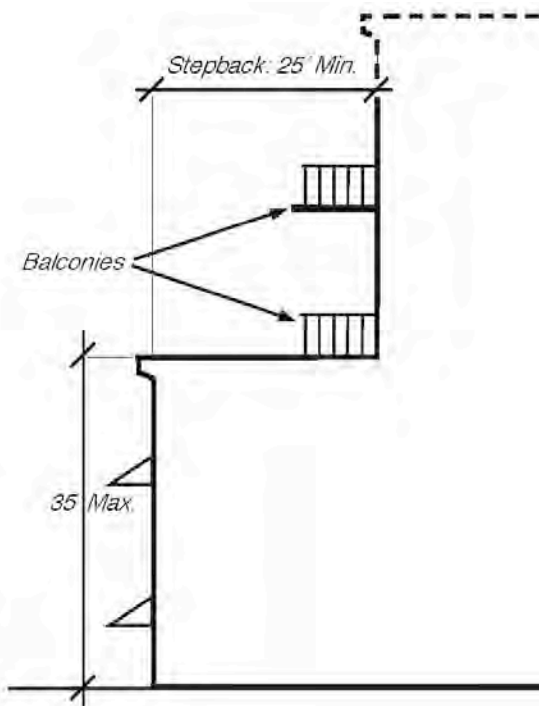
2. Building Height, Form, and Mass

- a. Multiple-use structures, with retail on lower floors and residential or non-retail commercial on upper floors, are encouraged, particularly along Third Avenue.



Structures that integrate a mix of uses are encouraged

- b. For every 35 feet in height, structures should step back from the street wall at least 25 feet. If the mid-rise building is located on a corner site, increased stepbacks from the street wall are encouraged along both streets.



Suggested stepbacks within the Village

- c. Building heights should enhance public views, minimize obstruction of views from adjoining structures, and provide adjacent sites with maximum sun and ventilation and protection from prevailing winds.

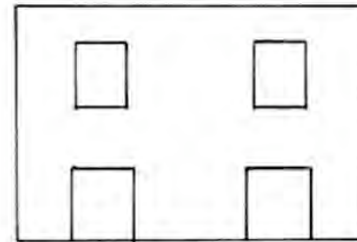
3. Facades and Rhythm

New infill should reflect the established scale and rhythm suggested by the regulations contained herein and historic lot pattern.

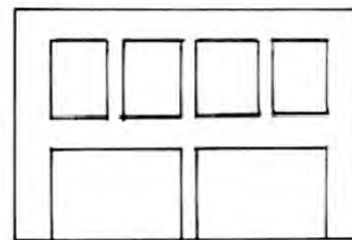
- a. The characteristic proportion (relationship of height to width) of existing facades should be reflected in new infill development.
- b. Building facades should be detailed in such a way as to make them appear smaller in scale. This can be achieved through vertical and horizontal articulation such as:

- Breaks (reveals, recesses) in the surface of the wall itself;

- Placement of window and door openings; or
- The placement of balconies, awnings and canopies.



Proportion of opening sizes to building mass is too small



Increase opening sizes



Articulate openings



Break up building mass

The illustrations above demonstrate how vertical and horizontal articulation makes buildings appear smaller in scale

- c. Balconies that provide usable and accessible outdoor space for residential

uses are strongly encouraged and may encroach on the public right-of-way.

- d. Whenever a proposed infill building is wider than the existing facades on the street, the infill facade should be broken down into a series of appropriately proportioned "structural bays" or components such as a series of columns or masonry piers to frame window, door and bulkhead components.
- e. The predominant difference between upper story openings and street level storefront openings (windows and doors) should be maintained. Typically, there is a much greater window area (70%) at the storefront level for pedestrians to have a better view of the merchandise displayed. In contrast, upper stories have smaller window openings (approximately 40%).



Upper stories should have smaller window openings than street level storefronts

- f. Whenever an infill building is proposed that has two adjacent commercial structures, every attempt should be made to maintain the characteristic rhythm, proportion, and spacing of existing door and window openings.
- g. Whenever an infill building is proposed, identify the common horizontal elements (e.g. cornice line, window height/width and spacing) found among neighboring

structures and develop the infill design utilizing a similar rhythm or alignment.

- h. Cornice lines of new buildings (a horizontal rhythm element) should be transitioned with buildings on adjacent properties to avoid clashes in building height.
- i. If maintaining a horizontal rhythm or alignment as a result of infill construction is not feasible, the use of canopies, awnings, arcades, or other horizontal devices should be included to maintain a (shared) horizontal storefront rhythm.



Architectural features can help maintain horizontal rhythm with surrounding buildings

4. Architectural Photographic Essay

The following pages provide photos illustrating appropriate architectural bulk and massing within the Village. These photos show buildings with lower floors that are located at the front setback line and upper floors that step back from the street.

Examples of Appropriate Bulk and Massing (Variety of 2, 3, and More Stories)





5. Building Materials and Colors

Building Materials

As noted in the previous chapter on the Urban Core District, the complexity of building materials should be based on the complexity of the building design. More complex materials should be used on simpler building designs and vice versa. In all cases, storefront materials should be consistent with the materials used on the applicable building and adjacent buildings. The number of different wall materials used on any one building should be kept to a minimum, ideally two. The following materials are considered appropriate for buildings within the Village:

a. Approved Exterior Materials

Walls

- Metal
- Stucco (smooth or textured)
- Smooth block
- Granite
- Marble
- New or used face-brick
- Terra Cotta

Accent Materials

Accent materials should be used to highlight building features and provide visual interest. Accent materials may include one of the following:

- Wood
- Glass
- Glass block (storefront only)
- Tile (bulkhead)
- New or used face-brick
- Concrete
- Stone
- Copper
- Cloth Awnings
- Plaster (smooth or textured)
- Painted Metal
- Wrought Iron
- Cut stone, rusticated block (cast stone)

- Terra cotta



Materials such as wood provide visual appeal

Rooftops

- Standing seam metal roofs
- Class "A" composition roof shingles (residential application only)
- Crushed stone
- Built up roof system

b. Prohibited Exterior Materials

Walls

- Reflective or opaque glass at ground floor
- Imitation stone (fiberglass or plastic)
- Rough sawn or "natural" (unfinished) wood
- Pecky cedar
- Used brick with no fired face (salvaged from interior walls)
- Imitation wood siding
- Plastic panels

Exterior Color

- It is not the intent of these guidelines to control color. Several general guidelines can be applied, but keep in mind that there are always exceptions to such generalizations:
 - Use subtle/muted colors on larger and plainer buildings;

- Use added colors and more intense colors on small buildings or those with elaborate detailing;
- Encourage contrasting colors that accent architectural details;
- Encourage colors that accent entrances;



Contrasting colors should accent entrances and architectural details

- In general, no more than three colors should be used on any given facade, including “natural” colors such as unpainted brick or stone.
 - Avoid using more one than vivid color per building; and
 - Avoid using colors that are not harmonious with colors found on adjacent buildings.
- b. Light colored base walls of buildings and other large expanses are encouraged. Soft tones ranging from white to very light pastels are required. Neutrals such as off-white, beige and sand are also acceptable colors.
- c. Finish material with “natural” colors such as brick, stone, copper, etc., should be used where practicable.



“Natural” materials such as brick are encouraged

- d. Exposure to the amount of sunlight can change the appearance of a paint color; therefore, paint chips should be checked on both sunny and cloudy or foggy days.
- e. The orientation of a building (north, east, south, west) affects the appearance of colors. Colors on south and west facades appear warmer than if placed on north or east sides.

6. Arches and Arcades

When arches are repeated along the length of the building, an arcade is created. Arcades create cool shaded spaces and pedestrian-scaled walkways.



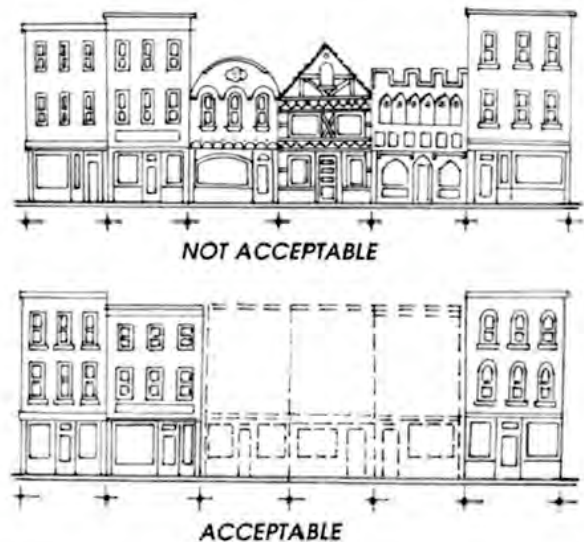
Arches should relate to the scale of the building

- a. Arcades, patios and colonnades are typically paved with tile, brick, or stone.

- b. Arches should be semi-circular or slightly flat. Parabolic arches are discouraged.
- c. Care must be taken that arches appear authentic. The integrity of an arch is lost when its mass is not proportional to its size. Columns must relate in scale to that portion of the building that they visually support.
- d. Columns should be square, rectangular or round, and appear massive in thickness. The use of capitals and column bands are strongly encouraged.
- e. A base should be incorporated at the bottom of the column. The column height should be 4-5 times the width of the column.

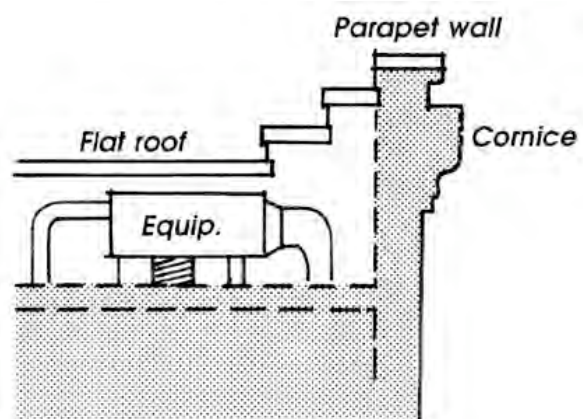
6. Roofs and Upper-Story Details

- a. No roofline ridge or parapet should run unbroken for more than 75 feet. Vertical or horizontal articulation is required.
- b. The visible portion of sloped roofs should be sheathed with a roofing material complementary to the architectural style of the building and other surrounding buildings.
- c. Radical roof pitches that create overly prominent or out-of-character buildings such as A-frames, geodesic domes, or chalet-style buildings are not allowed.



Roofs on infill buildings should complement existing structures

- d. Access to roofs should be restricted to interior access only.
- e. Rooftops can provide usable outdoor space in both residential and commercial developments.
- f. Roof-mounted mechanical equipment should be screened by a parapet wall or similar structural feature that is an integral part of the building's architectural design.



Roof top screening

- g. Building vertical focal elements are encouraged. Towers, spires, or domes become landmarks and serve as

focal/orientation points for the community.

7. Plazas

Plazas are a vital component of the Village district and pedestrian activity is critical to the success of plazas.

- a. Plazas should contain a visual and somewhat audible feature such as a sculpture, fountain, or a display pond that attracts pedestrians and serves as a landmark.



Features such as fountains attract pedestrians

- b. Any decorative paving used in the plaza areas should complement the paving pattern and color of the pavers used in the public right-of-way.
- c. Furniture and fixtures used in the plaza areas should complement those in the public right-of-way. Furniture and fixtures should be selected with maintenance consideration in mind.
- d. Ample seating in both shaded and sunny locations should be provided in the plaza areas.

8. Franchise/Corporate Business

Architecture

- a. The scale, design character, and materials of franchise/corporate architecture should be consistent with adjacent buildings. Natural materials, such as brick, stone, copper, etc. should be used where applicable
- b. No franchise/corporate buildings or portions thereof should be more than two stories in height.



Franchise/corporate buildings should complement surrounding buildings

Color and Lighting

The color(s) used by franchise/corporate buildings should be considered carefully since they may be inappropriate within the Village. Below are standards that should be considered when addressing appropriate color(s) and lighting:

- a. Use colors that complement colors found on adjacent buildings or in the Village area.
- b. Franchise/corporate colors should be consistent with the architectural style or period of the building.
- c. Bright or intense colors are prohibited, unless used on appropriate architectural styles and reserved for more refined detailing and transient features.

- d. The use of symbols and logos can be utilized in place of bright or intense corporate colors.
- e. Lighting of logos should be compatible with the primary building and respect adjacent buildings. Bright and intense lighting is prohibited.
- f. Neon outlining should be consistent with the architectural style or period of the building and should be reserved for detailing and transient features. The use of bright and intense neon outlining of windows is strongly discouraged.



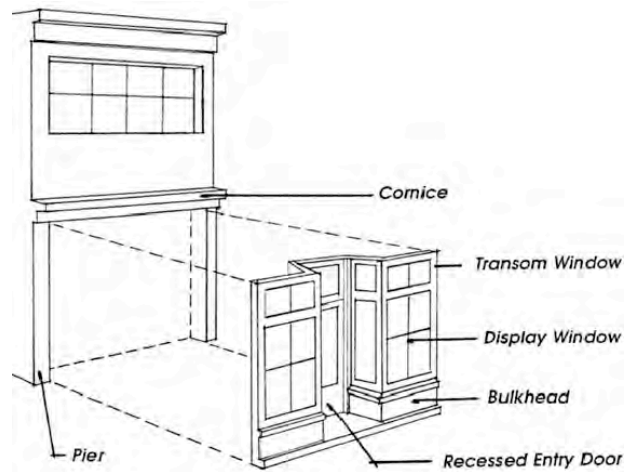
Neon should be used sparingly and reserved for detailing and transient features

E. Storefront Design Guidelines

1. Introduction

The storefront is only one of the architectural components of the facade, but it is the most important visual element for a building in the Village. It traditionally experiences the greatest degree of change during a building's lifetime and further holds the greatest potential for creative alterations affecting both the character of the building and the streetscape. Traditional storefronts are comprised of a few decorative elements other than simple details that repeat across the face of the building (e.g., structural bays

containing window and door openings, continuous cornice line, transoms, bulkheads) and integrate the storefront into the entire building facade.



Storefront components

2. Storefront Composition

Entries and Doorways

- a. The main entry to buildings in the Village should be emphasized by utilizing one or more of the following design elements or concepts:
 - Flanked columns, decorative fixtures or other details, including a recessed entryway within a larger arched or cased decorative opening. The recessed entryway should be continuously and thoroughly illuminated.
 - Entryways should be covered by a portico (formal porch) projecting from or set into the building face, and distinguished by a change in roofline, a tower, or a break in the surface of the subject wall.
- b. Buildings situated at a corner along Third Avenue should provide a prominent corner entrance to street level shops or lobby space.



Awnings add pedestrian scale and comfort

Awnings and Canopies

Awnings, canopies, and other accessory shade structures that are relatively open and do not restrict pedestrian or vehicular movement may encroach over the right-of-way. Awnings provide excellent opportunities for color and visual relief as well as protection for buildings and pedestrians from the sun and rain. They add pedestrian scale and visual interest to the storefront design. The following criteria should be considered when using awnings:

- a. The most purposeful (and highly recommended) awnings are retractable.
- b. Awning shape should relate to the window or door opening. Barrel-shaped awnings are only to be used to complement arched windows, while square awnings should be used on rectangular windows.



Shed awnings are consistent with rectilinear building forms

- c. Awnings should consist of a durable, commercial grade fabric, canvas or similar material.
- d. Frames and supports should be painted or coated to prevent corroding.
- e. Awnings should have a single color or two-color stripes. Lettering and trim utilizing more colors is permitted, but will be considered as a sign area.
- f. Where the facade is divided into distinct structural bays, awnings should be placed between the vertical elements rather than overlapping them. The awning design should respond to the scale, proportion and rhythm created by these structural bay elements and "nestle" into the space created by the structural bay.
- g. Glossy, shiny plastic, or similar awning materials are not recommended.
- h. Aluminum awnings or canopies do not fit the atmosphere of the Village and are strongly discouraged.

Storefront Accessories and Other Details

There are a number of design elements that may be incorporated into the building design, especially at street level, in order to add to the experience of the pedestrian while meeting important functional needs as well. The following storefront accessories and details are recommended:

- a. Grillework/Metalwork and Other Details

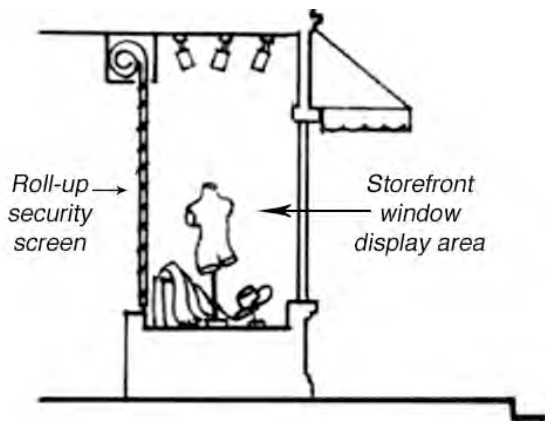
There are a number of details, often considered mundane, that may be incorporated into the design to add visual richness and interest while serving functional needs. Such details include the following items:

- Light fixtures, wall mounted or hung with decorative metal brackets;



Light fixtures can enhance a storefront

- Metal grille work, at vent openings or as decorative features at windows, doorways, or gates;
- Decorative scuppers, catches, and down-spouts;
- Balconies, rails, finials, corbels, and plaques;
- Flag or banner pole brackets;
- Fire sprinkler stand pipe enclosures and hose bib covers, preferably of brass; and
- Permanent, fixed security grates or grilles in front of windows are prohibited. If security grilles are necessary, they should be placed inside the building, behind the window display area.



Security features should be placed behind the window display area

b. Door and Window Design

- Doors can be accentuated with simple details such as a handsome brass door pull, brass kickplate, or an attractive painted sign on glass.
- Doors to retail shops should contain a high percentage of glass in order to view the retail contents. A minimum of a 50% glass area is required.
- Use of clear glass (at least 88% light transmission) on the first floor is strongly recommended.
- Traditional storefront windows should be no closer than 18 inches from the ground (bulkhead height). By limiting the bulkhead height, the visibility to the storefront displays and retail interior is maximized. Maximum bulkhead heights for new construction should be 36 inches.

c. Rear Entrances

- Signs should be modestly scaled to fit the casual visual character of the alley or rear parking area.
- An awning can soften rear facades and provide a pleasant protected space.
- The rear entry door design should be compatible with the front door. Special security glass (i.e. wire imbedded) is allowed.
- Security lighting should be modest and should focus on the rear entry door.
- Selective use of tree planting, potted plants, and other landscaping should be used to improve a rear facade.
- Refuse containers and service facilities should be screened from view by solid masonry walls with metal doors. Use landscaping (shrubs and vines) to screen walls and help deter graffiti.

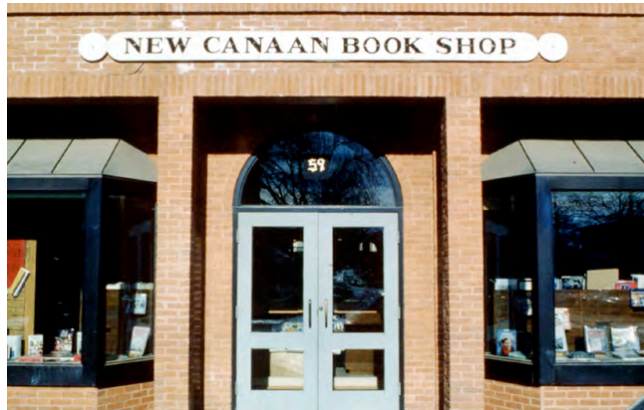


Rear entry treatment should reflect the front façade treatment. Add pedestrian scale amenities such as display windows, awnings, wood and glass doors and surface paving

3. Storefront Photographic Essay

The following page includes photos of storefronts that would be appropriate for the Village. While these photos provide a variety of storefront styles, this essay is not intended to be exhaustive. Creative use of storefront components is encouraged.

Examples of Storefronts



F. Building Additions and Renovation Guidelines

1. Introduction

The renovation/restoration of older structures provides an excellent means of maintaining and reinforcing historic character within the Village. Renovation and expansion not only increases property values in the area but also serves as an inspiration to other property owners and designers to make similar efforts.



Building renovation and restoration can enhance the character of the Village

When an applicant proposes a renovation of or addition to an existing structure, the work should respect the original design character of the structure. The appropriate design guidelines in this section are to be implemented whenever a structure is to be renovated or expanded. In addition, renovation of all structures of historic significance should follow The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings, published by the U.S. Department of the Interior, National Park Service (Available on the web at: <http://www.cr.nps.gov/hps/tps/tax/rhb>).

2. Preserve Traditional Features and Decoration

Existing materials, details, proportions, as well as patterns of materials and openings

should be considered when any additions or building renovations would affect the appearance of an existing building's exterior.

Many times during the remodeling of storefronts, original decorative details are intact as visual "leftovers" or simply covered up with previous construction. If the building is to be refurbished, these forgotten details should not be wasted. If enough of them remain, they can be restored as part of the original design. If only a few remain, they can be incorporated as design features in a new storefront. In either case, the design of any improvements should evolve through the remaining traditional details and create a harmonious background that emphasizes them.



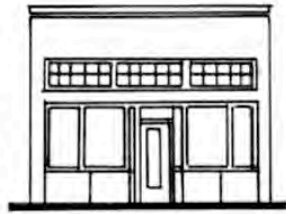
Every effort should be made to preserve traditional storefront details

All existing historic decorations should be preserved since they reinforce the Village's traditional character and adds a richness of detail that is often irreplaceable at today's costs.

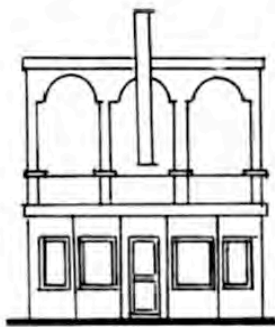
3. Removal of Elements Inconsistent with Original Facade

Buildings are often altered over time in an effort by owners or shopkeepers to "keep up with changing times" or to "update a tired image." Unfortunately, such changes often

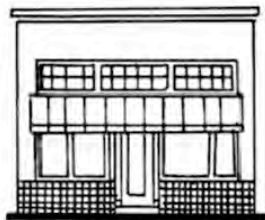
result in gradual but severe erosion of the original character and cohesion of the core area. Restoration of buildings that have been substantially or carelessly altered is strongly encouraged.



EXISTING ORIGINAL FACADE



Existing "Modernized" Facade



Restoration of original storefront is strongly encouraged

Existing building elements that are incompatible with the original facade design of the building should be removed. These include excessive use of exterior embellishments and "modernized" elements such as metal grilles or rusticated materials.

4. Storefront Renovation

- a. An original storefront with little or no remodeling should be preserved and

repaired with as little alteration as possible.

- b. Where only part of the original storefront remains (limited remodeling has occurred), the storefront should be repaired, maintaining historic materials where possible, including the replacement of extensively deteriorated or missing parts with new parts based upon surviving examples of transoms, bulkheads, pilasters, signs, etc.
- c. Where the original storefront is completely missing (extensive remodeling has occurred), the first priority is to reconstruct the storefront based upon historical, pictorial and physical documentation. If that is not practical, the design of the new storefront should be compatible with the size, scale, proportion, material and color of the existing structure.

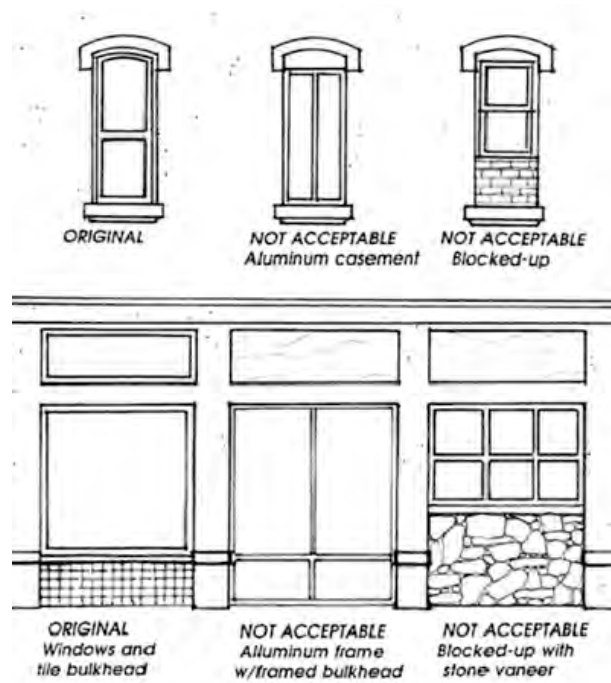
5. Window Replacement

The impact of windows on the facade is determined by the size, shape, pattern of openings, spacing, and placement within the facade. When altering or reconstructing windows, consideration of these elements is crucial to retaining the structure's original architectural balance and integrity.



Windows are critical to establishing the pattern of a traditional storefront

- a. Wherever possible, the original window openings should be retained. If the existing ceiling has been lowered, the dropped ceiling should be pulled back from the original window.
- b. If possible, the original windows and frames should be saved and restored. Missing, rotting or broken sash, frames, mullions and muntins with similar material should be replaced.
- c. Where transom windows exist, every effort should be made to retain this traditional storefront feature. If the ceiling inside the structure has been lowered, the ceiling should be sloped up to meet the transom so that light will penetrate the interior of the building.



Transom windows increase the amount of natural light inside the building

- d. If the original window openings have been altered, the openings to their original configuration and detail should be restored. Blocking or filling window openings that contribute to the overall facade design should be avoided.
- e. When replacing windows, consideration should be given to the original size and shape detailing and framing materials. Replacement windows should be the same operating type as the original window.

6. Door Replacement

- a. Original doors and door hardware should be retained, repaired and refinished provided they can comply with ADA requirements.
- b. If new replacement doors are necessary, they should be compatible with the historical character and design of the structure.

7. Awnings

- a. Original awning hardware should be used if it is in working order or is repairable.
- b. The traditional canvas, slanted awning is most appropriate for older storefronts and is encouraged over contemporary hooped or box styles.



Traditional storefronts typically employ slanted awnings

8. Painting

Painting can be one of the simplest and most dramatic improvements that can be made to a facade. It gives the facade a well-maintained appearance and is essential to the long life of many traditional materials. The steps below should be followed to insure a quality paint job.

- a. All the facade materials to be painted should be catalogued. Materials of different properties may require different paints or procedures. Consult a local expert for advice.
- b. Any necessary repairs should be made to surfaces before painting (e.g., replace rotten wood, repoint masonry mortar joints, remove rust from metal).
- c. Each surface should be carefully prepared according to the manufacturer's instructions. This will include scraping, sanding, and thorough cleaning. This surface preparation is an extremely important step toward a good finish job.

- d. Paint should be applied per the manufacturer's instructions. Paint only in satisfactory weather and use a primer as a first coat for better surface adhesion. Follow with two coats of the final color.

9. Repair and Cleaning

- a. Surface cleaning should be undertaken with the gentlest means possible. Sandblasting and other harsh cleaning methods that may damage historic building materials should not be undertaken.
- b. Waterproofing and graffiti proofing sealers should be used after cleaning and repair.

10. Seismic Retrofitting

Where structural improvements for seismic retrofitting affect the building exterior, such improvements should be done with care and consideration for the impact on appearance of the building. Where possible, such work should be concealed. Where this is not possible, the improvements should be planned to carefully integrate into the existing building design.

Seismic improvements should receive the same care and forethought as any other building modification. An exterior building elevation may be required with seismic retrofit submittals, showing the location and appearance of all such improvements.

G. Landscape Guidelines

1. Landscape plans should consider the scale and mass of a building and its relationship to the scale of the street and neighboring properties.
2. Emphasis should be placed on California and Mediterranean landscapes and

gardens. Native planting, vines, flowering plants, arbors, trellises and container planting is encouraged.

3. Expansive horizontal or vertical surfaces comprised of a single material can be segmented or interrupted with vines or foliage. Vines can be used to dramatize a building's architecture or soften hard materials. Vines can also be used to enhance or screen fences and trash enclosures.
4. Courtyards, gardens, and fountains are very desirable in the Village. Landscaping within courtyards should include a balance of hardscape and softscape materials and provide shaded seating areas.



Courtyards should include both hardscape and softscape materials

5. Boxed and container plants in decorative planters of ceramic, terra-cotta, wood, or stucco with tile accents should be used to enhance sidewalk shops in the Village.



Landscaping is critical to creating a pedestrian-friendly atmosphere

6. Large planters may also be incorporated into seating areas. Such planters should be open to the earth below and be provided with a permanent irrigation system.
7. All trees in paved areas should be provided with “Deep Root” barriers automatic irrigation and metal grates.

H. Lighting

1. Specialty lighting in trees near outdoor patios and restaurants helps create a festive atmosphere and encourages nighttime use by pedestrians.



Outdoor lighting can highlight significant features

2. All exterior doors, aisles, passageways and recesses should be equipped with a lighting device providing a minimum maintained one foot-candle of light at ground level during hours of darkness. Vandal resistant covers shall protect lighting devices.
3. Decorative accent lighting and fixtures above the minimum one foot-candle illumination levels of surrounding parking lots should be provided at vehicle driveways, entry throats, pedestrian paths, plaza areas, and other activity areas.



Light fixtures should be located in plazas and other activity areas

4. Lighting fixtures should be attractively designed to complement the architecture of the project.
5. Lighting should improve visual identification of residences and businesses. Illuminating building entries with high amounts of pedestrian activity creates an inviting atmosphere for passersby.
6. Lighting sources should be shielded, diffused or indirect to avoid glare for pedestrians and motorists.
7. Wall mounted lights should be utilized to the greatest extent possible to minimize

the total number of freestanding light standards.

8. Lighting should encourage the use of open spaces and plazas.

I. Parking and Circulation

1. Introduction

As noted in Chapter 2, the following factors should be considered in the design and development of off-street parking in pedestrian-oriented areas:

- Ingress and egress with consideration to possible conflicts with vehicular and pedestrian traffic;



Design of parking lots should address possible conflicts between vehicles and pedestrians

- Pedestrian and vehicular conflicts within parking lots and structures;
- Reinforcing the street edge and a pedestrian environment;
- On-site circulation and service vehicle zones;
- Overall configuration and appearance of the parking area;
- Minimizing opportunities for crime and undesirable activities through natural surveillance, access control and activity support;
- Shading parking lots by means of canopy trees and other landscaping; and



Shade is an important feature of parking lots

- Creating a sense of spatial organization and experiential meaning through the layout of the design of parking lots and structures.

2. General Considerations

- Shared parking is strongly encouraged whenever practical.
- Parking areas should be separated from buildings by a landscaped strip. Conditions where parking stalls directly abut buildings should be avoided.
- Lighting, landscaping, hardscape, fencing, parking layout and pedestrian paths should all assist drivers and pedestrians in navigating through parking lots and structures.
- Parking structures below or above ground level retail or commercial uses are encouraged since they allow for pedestrian activity along the street while providing parking convenient to destinations within the Village.

3. Access and Entries

- Locate parking lot and structure entries on side streets or alleys to minimize pedestrian/vehicular conflicts along Third Avenue and F Street.

- Parking lots and structures adjacent to a public street should provide pedestrians with a point of entry and clear and safe access from the sidewalk to the entrance of the building(s).
- Pedestrian and vehicular entrances must be clearly identified and easily accessible to create a sense of arrival. The use of enhanced paving, landscaping, and special architectural features and details is required.



Features such as a trellis can accent a pedestrian entrance

4. Parking Lot Lighting

Lighting for a parking lot should be evenly distributed and provide pedestrians and drivers with adequate visibility at night.

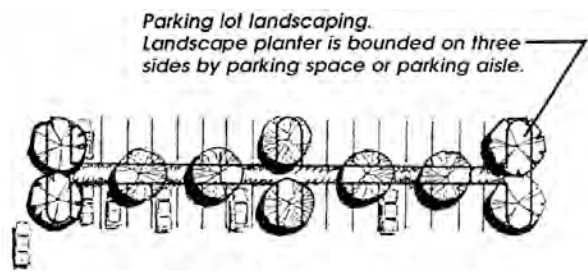
5. Circulation

The layout of parking areas should be designed so that pedestrians walk parallel to moving cars.

6. Landscaping

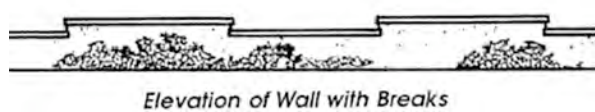
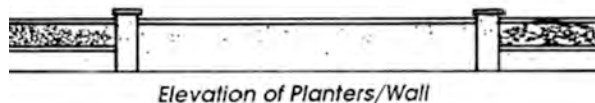
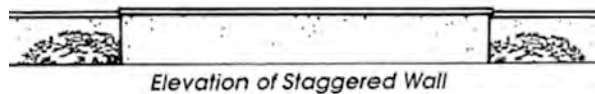
- Surface parking facilities should be landscaped with the following objectives in mind:
 - Maximize distribution of landscaping;
 - Promote compatibility and function as a “good neighbor;” and,
 - Shade 50 percent of the asphalt area

within five years from time of installation.



Preferred parking lot landscaping

- b. Parking lots adjacent to a public side streets should be landscaped to soften the visual impact of parked vehicles from the public right-of-way. Screening should consist of a combination of low walls (a maximum of 3 feet high) and landscape materials at the setback line.



Types of screening for parking lots

- c. A well thought-out selection and composition of hardscape materials can help order space and reinforce the relationship of the parking lot to its surroundings and to the buildings it serves. Entrance and exit areas, areas that are the central focus of the parking lot design, major axis and areas that act as forecourts for entrances may be suitable locations for special paving materials such as brick or stamped concrete.

7. Structured Parking

- a. Due to the more intense nature of development in the Village, structured parking which promotes compatibility, safety and pedestrian activity is anticipated and encouraged.



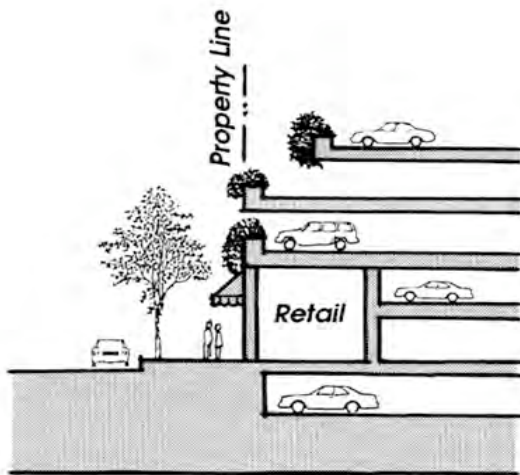
Parking structures should complement surrounding structures

- b. Where structured parking is provided, the following design and operational features should be considered to optimize public safety:

- The design of parking structures should permit maximum opportunities for natural surveillance into the structure;
- Where possible, elevators and stairs should be located on the perimeter of parking structures with natural surveillance from exterior public areas via glass-back elevators and glass at stairs and elevator lobbies;
- Elevator lobbies and stairs in open parking garages should be open to the parking areas, except at roof levels where glass or other visually penetrable enclosures may be provided.
- All parking structures should have lighting in conformance with IESNA (Illuminating Engineering Society of North America) standards;

- Interior walls of parking structures should be painted a light color (e.g., white or light blue) to improve illumination;
- Signs should be posted to inform users whether security escort service is available;
- Emergency buzzers and telephones should be installed in easily accessible places on each level, in elevators and in stairwells; and
- Directional arrows and signage indicating exits, elevators, and emergency buzzers/telephones should be visibly displayed on walls.

- c. Activities such as shops, offices or other commercial space should be incorporated along the ground level of structured parking street frontage. In addition, parking structures should provide landscaping along blank walls on side streets and upper levels.



Incorporate retail and other compatible uses on ground floor whenever possible

J. Signs

1. Introduction

In contrast to highway commercial areas, pedestrian oriented commercial areas such as the Village were designed to accommodate

shoppers and residents strolling along sidewalks, and motorists driving at slower speeds. Considerations such as size, utility, location, lettering style, color and illumination are very important in designing an attractive, functional sign.



Signs should accommodate pedestrians

The guidelines that follow address these issues and others, and are intended to help business owners provide quality signs that add to and support the character of the Village. They are not intended to supersede any existing City sign ordinances. All signs must comply with the regulations contained in the Chula Vista Municipal Code if there is a conflict between the two documents.

2. General Guidelines

Color and Contrast

Color and contrast are the most important aspects of visual communication and can be used to catch the eye or to communicate ideas or feelings. The following general guidelines should be considered prior to developing signs for any project.

- Contrast is an important influence on the legibility of signs. Light letters on a dark background or dark letters on a light background are most legible.

- b. Limit the total number of colors used in any one sign. Small accents of several colors may make a sign unique and attractive, but the competition between large areas of many different colors decreases readability.



Simple color schemes enhances sign readability

- c. Bright day-glo (fluorescent) colors are prohibited. They are distracting and do not blend well with other background colors.
- d. Sign colors should complement the colors used on the structures and the project as a whole.



Colors on buildings and signs should complement each other

Materials

- a. The following materials are suitable for signs in the Village.
 - Wood (carved, sandblasted, etched, and properly sealed, primed and painted, or stained).
 - Metal (formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against corrosion).
 - High-density pre-formed foam or similar material. New materials may be very appropriate if properly designed in a manner consistent with these standards and painted or otherwise finished to complement the architecture.



High-density pre-formed foam material can complement surrounding architecture

- Custom neon tubing in the form of graphics or lettering may be incorporated into several of the above permitted sign types.
- b. Sign materials should be compatible with the design of the facade.
 - c. The selected materials need to contribute to the legibility of the sign. For example, glossy finishes are often difficult to read because of glare and reflections.
 - d. Paper and cloth signs are appropriate for interior temporary use only.

Sign Illumination

Illumination of a sign should be considered carefully. Like color, illumination has considerable value for visual communication.

- a. First, consider if the sign needs to be lighted at all. Lights in the window display may be sufficient to identify the business. Often, nearby streetlights provide ample illumination of a sign after dark.
- b. If the sign can be illuminated by an indirect source of light, this is usually the best arrangement because the sign will appear to be better integrated with the building's architecture. Light fixtures attached to the front of the structure cast light on the sign and the face of the structure as well.
- c. Individually illuminated letters should be backlit. Signs comprised of individual letters mounted directly on a structure can often use a distinctive element of the structure's facade as a backdrop, thereby providing a better integration of the sign with the structure.



Backlit letter signs are encouraged

- d. Whenever indirect lighting fixtures are used (fluorescent or incandescent), care should be taken to properly shield the light source to prevent glare from spilling over into residential areas and any public right-of-way.

3. Wayfinding

Good sign design can be critical to helping people move easily through an unfamiliar environment. Public signs throughout the Village should be conspicuous, easy to read, and convey clear messages. As a result, visitors will enjoy their time in the district and want to return.

Sign Visibility

Signs should be free of any obstruction, such as landscaping, when viewed from different angles.



Make sure that signs are visible from different angles

Sign Legibility

An effective sign should do more than attract attention; it should communicate its message. Usually, this is a question of the readability of words and phrases. The most significant influence on legibility is lettering.

- a. Use a brief message whenever possible. The fewer the words, the more effective the sign. A sign with a brief, succinct message is easier to read and looks more attractive. Evaluate each word.



A sign's message should be brief



Intricate typefaces can cause confusion and misunderstanding

- b. Avoid spacing letters and words too close together. Crowding of letters, words or lines will make any sign more difficult to read. Conversely, over-spacing these elements causes the viewer to read each item individually, again obscuring the message. As a general rule, letters should not occupy more than 75% of the sign panel area.
- c. Limit the number of lettering styles in order to increase legibility. A general rule to follow is to limit the number of different letter types to no more than two for small signs and three for large signs.
- d. Use symbols and logos in the place of words whenever appropriate. Pictographic images will usually register more quickly in the viewer's mind than a written message.
- e. Avoid hard-to-read, overly intricate typefaces and symbols. Typefaces and symbols that are hard to read reduce the sign's ability to communicate.
- f. Avoid faddish or bizarre typefaces if they are difficult to read. These typefaces may be in vogue and look good today, but soon may go out of style. The image conveyed by the sign may quickly become that of a dated and unfashionable business.

Business Directional Signs

- a. Business directional signs should be provided near vehicle and pedestrian entrances. They should not obstruct pedestrian flow or negatively impact sight lines at entrances.
- b. Use consistent names for all buildings, services and destinations.
- c. Maps should correspond to the building layout so, for example, up on the map is straight ahead for the viewer. Provide markers to indicate where the person is currently located and identify areas by using color and memorable graphics.
- d. Number floors in relation to the building's main entry so that directories will clearly designate which floors are above or below grade.
- e. Location of directional signs should not encroach on the public right-of-way.

- f. Business directional signs should be easily read during the day and evening. Illumination of some type may be necessary at night.
- g. Contrast is important for effectiveness of directional signs. A substantial contrast should be provided between the color and material of the background and the letters or symbols to make it easier to read.



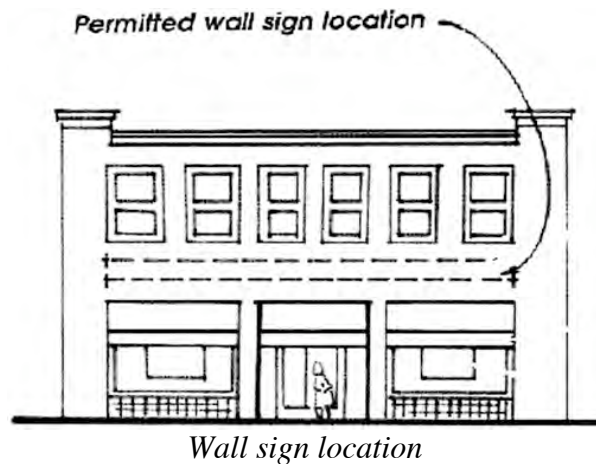
Directional signs should contrast background and foreground colors

4. Wall Signs

- a. Definition: A wall sign is any sign that is attached or erected on the exterior wall of a building including the parapet, with the display surface of the sign parallel to the building wall, and which does not project more than eighteen (18) inches from the building or project above the height of the wall or parapet.
- b. Signs should be placed consistent with the proportion and scale of the elements within the structure's facade. A particular sign may fit well on a plain wall area, but might overpower the finer scale and proportion of a lower storefront. A sign

that is appropriate near an entry may look tiny and out of place above the ground level.

- c. Look at the facade of the structure. Are there any architectural features or details that suggest a location, size, or shape for the sign? These could be bands or frames of brickwork or stone, indentations in the face material, gaps between columns, or other permanent features. If these details exist, use them to locate the sign.



- d. Look at the facade of the structure in relation to where adjacent businesses have placed their signs. There may already be an established pattern of sign locations. This can establish visual continuity among the storefronts, and at the same time provide uniform sight lines for viewers. Alignment makes all signs more readable at a glance and is encouraged.



Wall sign of consistent size and placement establish façade rhythm

- e. If aligning signs is not possible, look for other features to determine placement of the sign. Each sign may relate directly to the store entrance in a similar fashion, or all signs may be displayed within the windows. Since the Village is a pedestrian-oriented area, signs should relate to the sidewalk instead of motorists. In this case, small projecting signs or signs under awnings are most appropriate.

5. Awning Signs

- a. Definition: An awning sign is a sign on or attached to a temporary retractable shelter that is supported from the exterior wall of a building. These signs are permitted in the Village area pursuant to the Sign Standards chart.
- b. Sign copy should be centered on the awning to achieve symmetry.
- c. Message should be limited to the business name and logo, sized to be proportional with the awning, and located only on the fabric valance flap of the awning.



Messages should be simple, proportional, and located on the valance flap only

- d. When initially installed, awnings should be provided with removable valances and end panels to accommodate future changes in sign copy. Painting cloth awnings in order to change sign copy is discouraged.

- e. Back-lit internally illuminated awnings are prohibited.
- f. The shape, design, and color of fabric awnings should be carefully designed to coordinate with, and not dominate, the architectural style of the building.
- g. Where other fabric awnings are used on the building, the design and color of the sign awnings and all other awnings should be coordinated.

7. Canopy Signs

- a. Definition: A canopy sign is any sign attached to the underside of a projecting canopy or protruding over a sidewalk or right-of-way



Canopy signs are often used for pedestrian-oriented uses

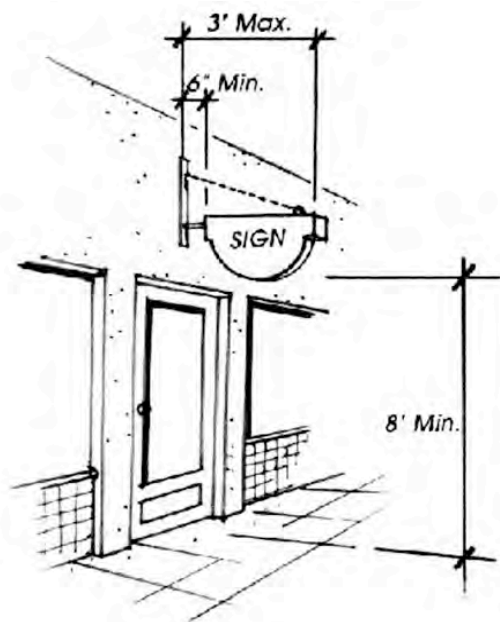
- b. Canopy signs provide pedestrian scale and can enhance building fronts.

8. Projecting Signs



Small projecting signs help reinforce a pedestrian scale

- a. The distance between projecting signs should be at least 25 feet for maximum visibility.
- b. On a multistoried building, the sign should be suspended between the bottom of the second story windowsills and the top of the doors or windows of the first story. On a one-story building, the top of the sign should be in line with the lowest point of the roof.
- c. The bottom of the sign should maintain at least 8 feet pedestrian clearance from the sidewalk level.
- d. The sign should be hung at a 90 degree angle from the face of the building. It should be pinned at least 6 inches away from the wall for best visibility but should not project beyond a vertical plane set 3 feet from the facade.



Guidelines for projecting signs

- e. Decorative iron and wood brackets that support projecting signs are strongly encouraged. The lines of the brackets should harmonize with the shape of the sign.

- f. To avoid damaging brick and stuccowork, brackets should be designed so that they can be bolted into masonry joints whenever possible.

9. Window Signs

- a. Definition: A window sign is any sign in which the name, logo, address, phone number, or hours of operation are applied directly to the window of a business or placed on a sign hung inside the window.
- b. Interior signs should be within 36 inches of the window so as to be readable from the exterior.
- c. Sign area should be less than 15% of the total window area.
- d. Window signs should be geared to the pedestrian and be at eye level.
- e. Window signs should be designed to be pleasing and to aesthetically enhance shorefronts.
- f. Letters applied to the glass may be vinyl or painted. Glass-mounted graphic logos may also be applied as long as they comply with the 15% area limitation. White and gold-leaf paint are the recommended colors.



Gold-leaf paint is recommended for window signs

10. Figurative Signs

Signs that advertise the occupant business through the use of graphic or crafted symbols, such as shoes, keys, glasses, books, etc. are encouraged. Figurative signs may be incorporated into any of the allowable sign types identified previously.



Example of a figurative sign